

# STATE OF IOWA LABORSHED ANALYSIS

Information compiled by Iowa Workforce Development  
using Laborshed data released 2015.

# THE STATS: JOB SEARCH RESOURCES

# 77.9%

USE THE **INTERNET** TO  
LOOK FOR JOB OPPORTUNITIES

## TOP SITES SEARCHED

monster.com  
iowajobs.org  
careerbuilder.com  
indeed.com  
linkedin.com

## TOP PAPERS USED

The Des Moines Register  
Cedar Rapids Gazette  
Waterloo-Cedar Falls  
Courier  
Quad City Times  
Sioux City Journal

# 38.3%

USE **NEWSPAPERS** TO  
LOOK FOR JOB OPPORTUNITIES

## TOP SOURCES USED BY THE EMPLOYED WILLING TO CHANGE



**86.5%**  
INTERNET



**40.5%**  
NEWSPAPERS



**24.8%**  
NETWORKING



**12.5%**  
LOCAL OFFICES



**74.9%**  
INTERNET



**45.6%**  
NEWSPAPERS



**25.5%**  
LOCAL OFFICES



**20.8%**  
NETWORKING

## JOB SEARCH RESOURCE USAGE BY DEMOGRAPHICS

### INTERNET

79.8%

75.7%

### NEWSPAPERS

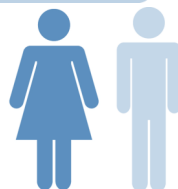
42.5%

33.1%

### NETWORKING

21.5%

23.0%



FEMALE | MALE



Nearly **90%** of respondents  
ages **25 to 44**  
use the internet for job searches

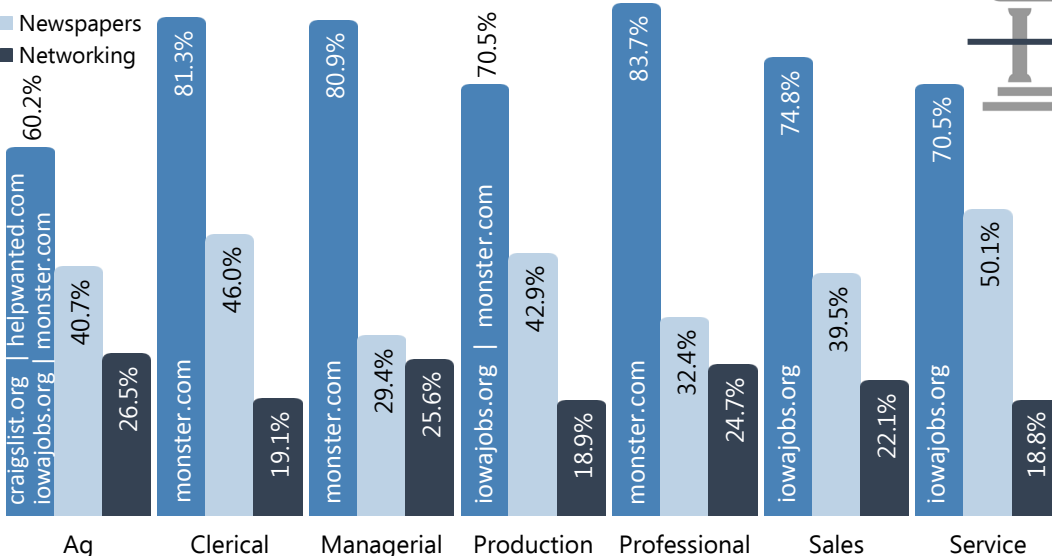
About **2/5** of respondents  
ages **45 to 64**

use newspapers to search for jobs



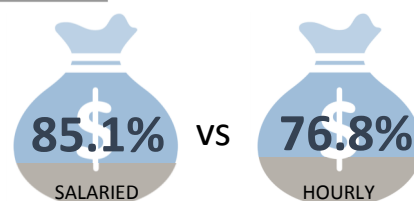
## RESOURCES BY OCCUPATIONAL CATEGORY

■ Internet  
■ Newspapers  
■ Networking



**45.3%**

of respondents with a  
high school education  
or less use newspapers  
to look for jobs



use the internet for job searches



**73.9%** of veterans use the  
**INTERNET**  
to find job opportunities  
([www.monster.com](http://www.monster.com))